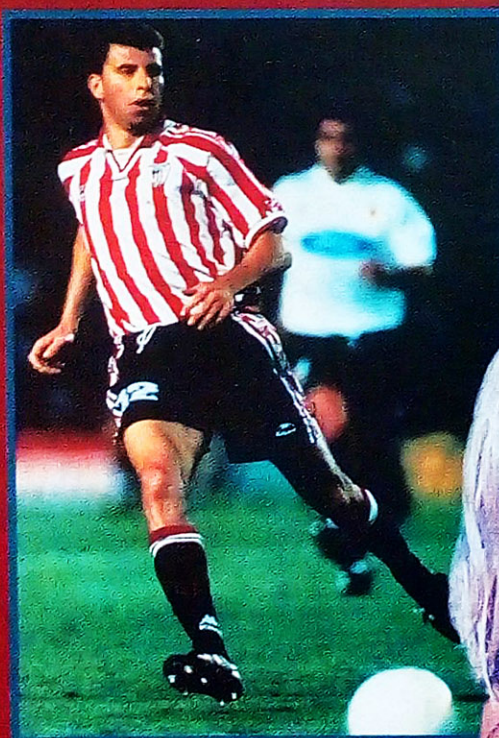


Multichannel News International's 1999 Guide to Latin Cable and Satellite Networks



Multichannel **International**
THE WORLD'S SOURCE FOR TV AND TELECOM ANALYSIS

A Supplement to Multichannel News International



CNN en Español

CNNenEspanol.com

Network Profile:

On March 17, 1997, CNN launched CNN en Español, a 24-hour Spanish-language news network for the Latin American marketplace. Marking the first time CNN independently produces a 24-hour network in a language other than English, CNN en Español provides continuous news reports of major world events, live breaking coverage supported by in-depth analysis, worldwide business and financial news, global weather updates, sports and features, 24 hours a day, 365 days a year.

Live Coverage: CNN en Español provides live on the spot coverage of important news events and breaking stories as and when they happen. Mobile satellite earth stations allows news crews to originate reports on location for immediate regional telecast.

Feature Programming: CNN en Español features half-hour and hour newscasts throughout the day with an emphasis on hard news and appointment-based viewing including several hours of feature programming daily. Features focusing on health, medicine, environment, fashion, entertainment and a number of other issues are specially produced for the network and are an integral part of the programming line-up.

Subscribers: More than 7.5 million households (December 1998)

Senior Executives: Tom Johnson, president, chairman & CEO, CNN News Group
Eason Jordan, president, newsgathering and international networks
Rolando Santos, president, CNN en Español

Headquarters: One CNN Center
Box 105366
Atlanta, GA 30348

TNT Latin America

TNTLA.com

Network Profile:

TNT (Turner Network Television) Latin America was the first pan-regional entertainment network in Latin America and the Caribbean. Its launch marked Turner Broadcasting System, Inc.'s first international expansion of its entertainment networks. Broadcast in Spanish, Portuguese and English, this dynamic 24-hour cable network features spectacular original movies, NBA coverage, exclusive premieres, contemporary artists hosting their favorite movies and top industry award shows for the viewers' enjoyment.

Transmission: Panamsat 1, Transponder 3
Subscribers: More than 9.9 million (December 1998)

Senior Executive: Jim Samples, senior vice president and general manager of TNT and Cartoon Network Latin America and the Caribbean

CNN International

CNN.com

Network Profile:

CNN and CNN International (CNNI) are the world's only 24-hour global news & information networks reaching more than 200 million TV households in more than 210 countries and territories via a network of 23 satellites.

Live Coverage: CNNI provides "live" on the spot coverage of important news events and breaking stories as and when they happen. Mobile satellite earth stations allow news crews to originate reports on location for immediate worldwide telecast.

Feature Programming: CNNI also offers comprehensive and timely news and information reports which provide a complete international outlook to the viewer. CNNI's wide informative range features programming which explores every area of human endeavor keeping viewers informed of the most recent developments in science and technology, health and medicine, fashion, contemporary lifestyles, entertainment and sports, not to mention the unrivalled schedule of financial and business news.

Transmission: Panamsat 3R, Transponder 12C
Subscribers: More than 7.4 million (December 1998)

Senior Executives: Tom Johnson, president, chairman & CEO, CNN News Group
Eason Jordan, president, newsgathering and international networks
Chris Cramer, president, CNNI

Headquarters: One CNN Center
Box 105366
Atlanta, GA 30348

Cartoon Network Latin America

CartoonNetworkLA.com

Network Profile:

Cartoon Network is the first global 24-hour cable channel offering the best of character driven animation. Similar to other networks that offer all news, music or sports, this Turner Broadcasting Latin American venture is programmed entirely with cartoons, stunts and original programming. It is available in Spanish, Portuguese and English.

Transmission: PanamSat 3R

Subscribers: More than 10.3 million (December 1998)

Management: Jim Samples, senior vice president and general manager of TNT and Cartoon Network Latin America and the Caribbean



Turner networks stake claim to many firsts in Latin America.
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FIRST

Turner

Third Annual Guide to Latin Cable and Satellite Networks

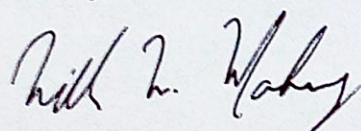
About the guide...

Welcome to a special advertising supplement from Multichannel News International timed for the CANITEC show to provide key information on Latin American networks. The sponsored "Featured Networks" pages provide extensive information and contacts for many major channels in the region.

To show an overview of the programming scene, our network charts on Pages 6A and 7A list nearly 140 Latin cable and satellite channels alphabetically. We have also included information from the Television Association of Programmers/Latin America (TAP) on pages 22A and 23A.

We hope you find this guide to be a useful source of information, and that you will contact the participating sponsors directly if more information is needed.

Sincerely,



William Mahoney
Associate Publisher
Multichannel News International

(1) 212-463-6542 telephone
(1) 212-463-6703 fax
MahoneyBill@compuserve.com

Directory of Featured Networks

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Cover: Clockwise from lower-left, Spanish soccer on ESPN Latin America, *Ivanhoe* on Mundo Ole, behind the scenes at MTV Latin America, Televisa's Eco gets the interview, *Chef Papin* on Casa Club, cartoons for kids and grown-ups on Locomotion, and V.I.P.'s Pamela Lee on TeleUNO.

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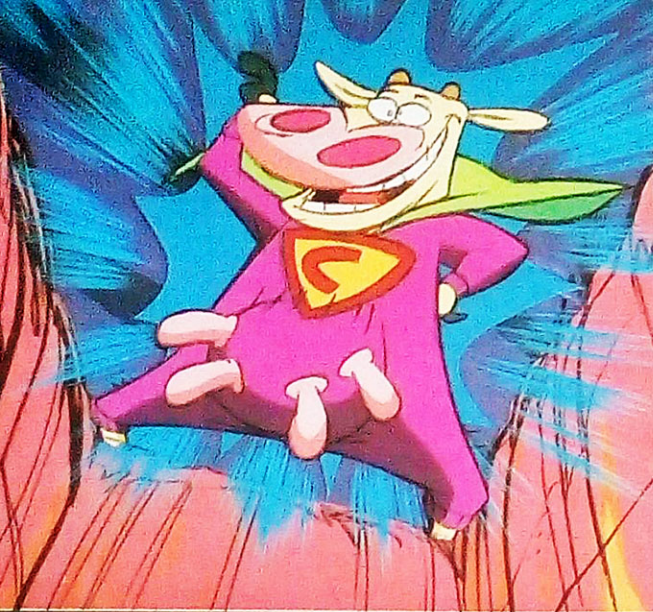
VIP

theactionzone



From Sony Pictures Entertainment, a global programming powerhouse, TeleUno is burning up the screen with a bold new look and nights filled with action and adventure. What's more, state-of-the-art Sony technology delivers a 100% digital, language sensitive channel with dubbed programming in both Spanish and Portuguese. Heat up your line-up with the new TeleUno.

For advertising opportunities, please contact Columbia TriStar International Television Advertising Sales (305) 532-2429.



A-Z Guide to Major Latin Cable and Satellite Networks

A

AdulTVision
Alef Network
American Sports
América TV
Animal Planet
Antena 3 International

B

Bandamax
BBC World
Big Channel
Bloomberg TV (Brazil)
Bloomberg TV (Latin America)
The Box Latin America
Bravo
Bursatíl

C

Cablín
Canal a
Canal Adulto
Canal de las Estrellas
Canal Ideas
Canal Fox
Canal Fútbol
Canal Rural (Brazil)
Canal Saber
Canal 13

Canal Toro
Cartoon Network Latin America
Casa Club TV
CBS Telenoticias
CBS Telenoticias Brasil
CineCanal
Cine 5
CineLatino
Cinema Golden Choice I
Cinema Golden Choice II
Cinemax
Cinemax Brasil
Cine Planeta
Classic Arts Showcase
CMT
CMT Brasil
CNBC
CNN en Español
CNNfn/Headline News
CNN International
Conexión Financiera
Corte Latino
Crónica Musical
Crónica TV
CVN
CV Sat

D

Discovery Channel Brazil
Discovery Channel Latin America
Discovery Kids

E

Eco
E! Latin America
ESPN Brasil
ESPN Dos
ESPN Latin America
ESPN Sur
Eternal Word Television Network
Euro Channel (Brazil)
Expo

F

Fox Kids Latin America
Fox Sports Américas
Fox Sports Brazil

G

Galeusca TV
Gems Televisión
Globo News (Brazil)
GNT (Brazil)
El Gran Canal Latino

H

Hallmark Entertainment Network
HBO Brasil
HBO Olé
HTV



Vidas

I

Infinito
Inspirational Network
International Channel
I-SAT

J

Jupiter

K

Kermit Channel
Knowledge TV

L

Locomotion

M

Magazine
Magic Kids
MAS
MGM Family
MGM Gold Brazil
Motorplus
Movie City
MSNBC
MTV Brasil
MTV Latin America
MuchMusic Argentina
Multicinema
Multipremier
Multishow (Brazil)
Mundo Brasil
Mundo Olé
Music 21

N

New Travel Ch/People+Arts
NHK
Nickelodeon Brazil
Nickelodeon Northern
Nickelodeon Southern
Nostalgia TV

O

Ovación

P

Playboy TV Latin America
Politica y Economica
Prevue Latin America

R

Red de Noticias
Ritmo Son

S

Sexy Hot (Brazil)
Shoptime (Brazil)
Siempre Mujer
Solo Tango
Sony Entertainment TV
Space
SporTV (Brazil)
Superstation (Brazil)
Sur

T

Telecine (Brazil)

Telefé International
TeleHit
Telemúsica
TeleUNO
TNT Latin America
Todo Noticias
TV Quality/Educable
TyC Sports

U

Unicable
Uniseries
USA Network Brazil
USA Network Latin America
Utilisima

V

Venus
Volver

W

WBTV-Canal Warner
Weather Channel/El Canal del
Tiempo

Z

ZAZ

Source: Multichannel News International

Cable and satellite networks that would like to be added to this list should fax their details to (1) 212-463-6703 or email them to SAFriedman@cahners.com.



10360 USA Today Way

Miramar, FL 33025

NETWORKPROFILE

GEMS Television is the leading Spanish-language cable network

dedicated to providing high-quality, international variety

programming which entertains, educates and empowers women.

DISTRIBUTION

GEMS Television boasts an impressive 12 million subscriber base.

GEMS is presently in all of the top U.S. Hispanic markets as well

as every major city in Latin America. In addition, **GEMS** is on every

major DTH platform .

PROGRAMMING

GEMS Television remains the first and only 24 hour international

Spanish-language cable television network specifically designed

for the needs and interests of women. The programming lineup

includes a unique mix of drama, talk shows, musicals, miniseries,

blockbuster movies, cooking, fashion, sports, interior design, health,

variety and novelas unmatched by any other network.

KEYcontacts

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Miramar, FL 33025

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rbravo@gemstv.com

Mexico City - Corporación Colorado

Emerson #213 Colonia Polanco

C.P. 11570, Mexico, D.F.

Tel (525) 254-2179

Pablo Ricalde, General Manager

corpo@dfi.telmex.net.mex



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GEMS TELEVISION BRINGS YOU THE AUDIENCE YOU WISH TO REACH... **WOMEN**
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IN ARGENTINA AND PABLO RICALDE WITH CORPORACIÓN COLORADO AT
(525) 254-2179 IN MEXICO. GEMS TELEVISION, 10360 USA TODAY WAY,
MIRAMAR, FL 33025, U.S.A.



EWTN

5817 Old Leeds Road
Birmingham, AL 35210
USA

phone: 1-205-271-2967
fax: 1-205-271-2925
e-mail: iberoamerica@ewtn.com

Network Profile:

Eternal Word Television Network (EWTN), the Global Catholic Network, is the world's largest religious cable network and is offered free to cable systems. Viewers of all ages will find programs of inspiration, comfort, and hope, twenty-four hours a day in Spanish. EWTN's programming lineup includes live Daily Mass, call-in talk shows, informative teaching series, inspiring dramas,

documentaries and specials, children's programming, and live Papal and Church events. EWTN also serves the Latin American market with a Spanish web site (www.ewtn.com) which provides programming highlights and schedules, daily news, and live streaming audio and video of EWTN programming (English) and EWTN's AM/FM Service (English and Spanish).

EWTN Corporate and Regional Offices/Sales Contacts:

Corporate

EWTN
5817 Old Leeds Road
Birmingham, AL 35210
USA

phone: 1 205 271 2967
fax: 1 205 271 2925
e-mail: iberoamerica@ewtn.com

Regional Contacts:

For Argentina, Bolivia, Chile, Paraguay,
Peru, Uruguay:
Diego Barceló, Director de Difusión
Riobamba 1050
(1116) Buenos Aires, Argentina
phone: 54 11 4 816 2759
fax: 54 11 4 816 2760
e-mail: dbarcelo@ewtn.com

Regional Contacts:

For Mexico, Central America and Spain:
Gustavo A. Bujanda, Director de
Difusión
phone: 1 972 624 0857
fax: 1 972 624 0857
email: gbujanda@ewtn.com

Regional Contacts:

For Colombia, Ecuador, Venezuela and
the Caribbean:
Claudio Ramirez, Director de Difusión
phone: 1 305 971 4106
fax: 1 305 969 0455
e-mail: cramirez@ewtn.com

Chris Wegemer
Vice President-Marketing

Countries and Markets Served:

All countries, people of all ages, all faiths and no faith

Satellite and Transponder:

PanAmSat 5, Transponder 7C, Channel 4

Top Programming/Hosts:

Talk Shows:

Mother Angelica Live
The Journey Home
Nuestra Fe

Devotional:

Live Daily Mass
Holy Rosary
Divine Mercy Chaplet
Portuguese Mass/Series

Teaching Series:

Fr. Pablo Straub (Mexico)
Bob and Penny Lord
Fr. Raul Hasbun (Chile)
Our Father's Plan

Children's:

Captain Gallego (Columbia)
Gerbert
In the Beginning

Documentaries/Specials:

Live Papal and Church Events
Pablo Caruso Presents
(Argentina)
El Señor de los Milagros (Peru)
Fr. Pedro Moya (Spain)

Touching the Heart of Latin America

Church and family are the heart and soul of Latin America. Now EWTN, the Global Catholic Network, unites the two for cable.

In only three years, EWTN has earned a favored place in Latin American homes with 24-hour Spanish Catholic programming, including live Papal events, Masses, documentaries,

dramas, teaching series and children's animation from producers throughout Iberoamerica and

the world. And we're just getting started.

Call 1 205 271 2967 to learn

more about the network that touches the heart and warms the soul of Latin America.

EWTN
GLOBAL CATHOLIC NETWORK

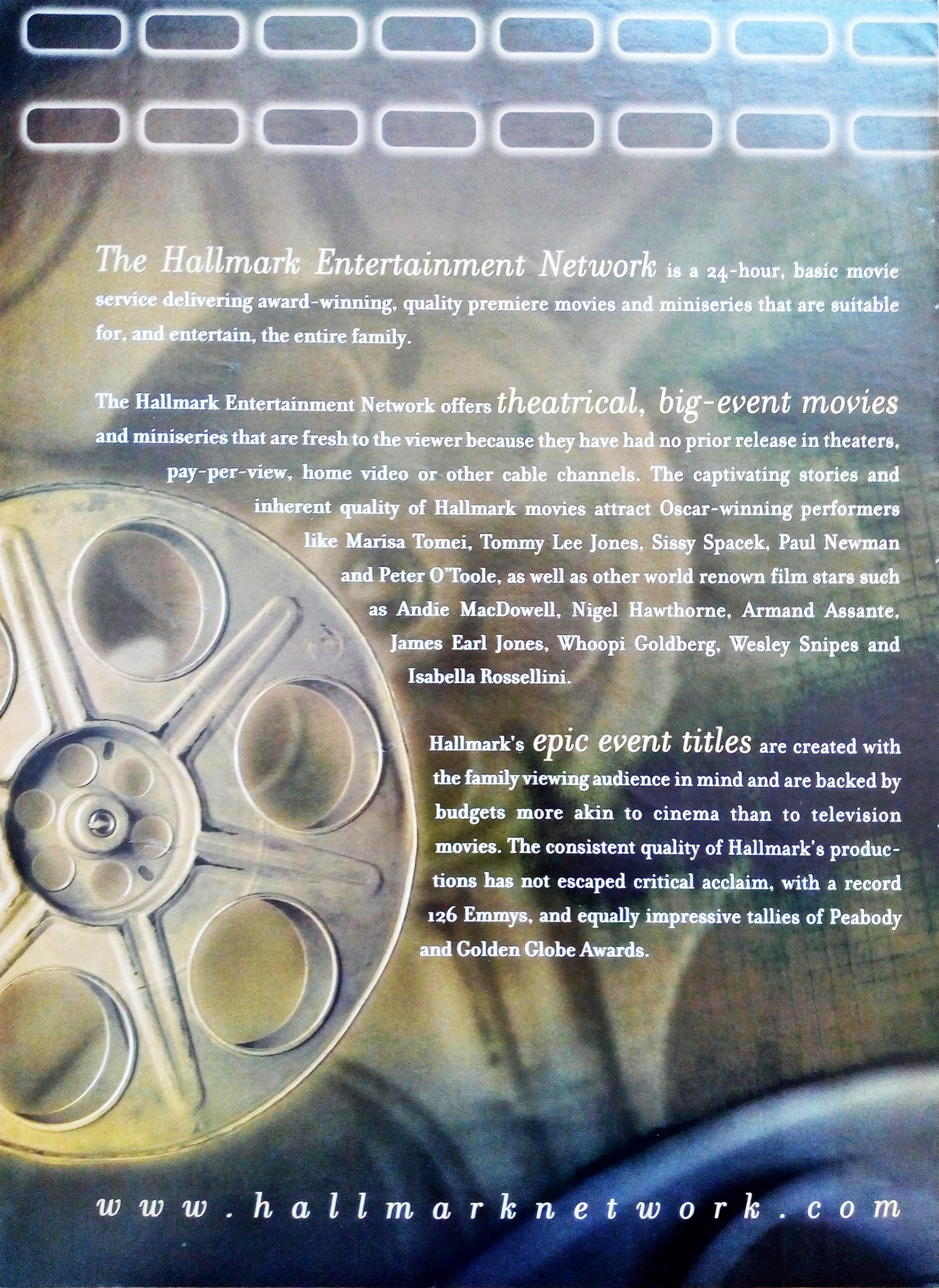
5817 OLD LEEDS ROAD
BIRMINGHAM, ALABAMA 35210
USA

T 1 205 271 2967

F 1 205 271 2925

WWW.EWTN.COM

IBEROAMERICA@EWTN.COM



The Hallmark Entertainment Network is a 24-hour, basic movie service delivering award-winning, quality premiere movies and miniseries that are suitable for, and entertain, the entire family.

The Hallmark Entertainment Network offers *theatrical, big-event movies* and miniseries that are fresh to the viewer because they have had no prior release in theaters, pay-per-view, home video or other cable channels. The captivating stories and inherent quality of Hallmark movies attract Oscar-winning performers like Marisa Tomei, Tommy Lee Jones, Sissy Spacek, Paul Newman and Peter O'Toole, as well as other world renown film stars such as Andie MacDowell, Nigel Hawthorne, Armand Assante, James Earl Jones, Whoopi Goldberg, Wesley Snipes and Isabella Rossellini.

Hallmark's *epic event titles* are created with the family viewing audience in mind and are backed by budgets more akin to cinema than to television movies. The consistent quality of Hallmark's productions has not escaped critical acclaim, with a record 126 Emmys, and equally impressive tallies of Peabody and Golden Globe Awards.

www.hallmarknetwork.com



Superior movies and miniseries that touch the hearts and stimulate the minds of viewers from each and every demographic are what enables Hallmark to bring the family together for a shared viewing experience.

Top Programs

Alice in Wonderland

Noah's Ark

The Temptations

Summer's End

The Long Way Home

Down In the Delta

Rear Window

Don't Look Down

The Secret Life of Doris Duke

Territories Served

Argentina

Brazil

Chile

Colombia

Costa Rica

Ecuador

Guatemala

Honduras

Mexico

Nicaragua

Panama

Paraguay

Peru

Trinidad

Uruguay

Venezuela



HALLMARK
ENTERTAINMENT NETWORK

Sales Contact:

Eduardo Vera

Phone: (305) 774-0990

Fax: (305) 774-0970



Latin America/Iberia

Discovery Channel Latin America-Iberia

FAST FACTS

Discovery Channel Latin America-Iberia

Launched on February 7, 1994, Discovery Channel Latin America-Iberia is a cable and satellite television network which provides Spanish and Portuguese-language documentary programming 24 hours a day in Central and South America, the Caribbean, Spain and Portugal.*

The Miami-based network stands as the fourth largest pay-television service in Latin America and was ranked number one in viewer satisfaction for the third year in a row among the region's best educated and most affluent (1998 Los Medios).

The network presents high-quality, non-fiction programming in the areas of science and technology, nature, human adventure and world culture. Attracting the finest documentary filmmakers, Discovery Channel, the world's largest producer and buyer of documentary programming, has become synonymous with excellence in real-world entertainment.

Discovery Networks, Latin America/Iberia, a unit of Discovery Communications, Inc. (DCI), consists of four 24-hour programming networks: the 100-percent Spanish-language Discovery Channel Latin America (which feeds Spain and Portugal in both Spanish and Portuguese) and 100-percent Portuguese in Brazil; Discovery Kids, a Spanish and Portuguese language service for children of all ages and the recently launched Animal Planet and People + Arts*, both joint ventures of Discovery and BBC Worldwide.

Discovery Communications, Inc. (DCI) is a privately held, diversified media company headquartered in Bethesda, MD. DCI operates four distinct business units including: Discovery Networks, U.S., consisting of Discovery Channel, The Learning Channel, Animal Planet, The Travel Channel (purchase of a 70% controlling interest from Paxson Communication Corp.) and the recently launched package of Discovery digital services: Discovery Kids Channel, Discovery Science Network, Discovery Living Network, and Discovery Civilization: The History and Geography Channel; Discovery Networks, International, reaching 68 million households in 143 countries and 24 languages; Discovery Enterprises Worldwide, consisting of Discovery Channel Multimedia, Discovery Channel Online, Discovery Channel Video, Discovery Channel Publishing, Discovery Channel Education and Discovery Retail; and Discovery Themed entertainment. DCI also operates a wholly owned subsidiary, Your Choice TV, Inc.

DCI's ownership consists of four shareholders: Liberty Media Corporation, a division of Tele-Communications, Inc. (Nasdaq: LBTYA/LBTYB), Cox Communications (NYSE: COX), Advance/Newhouse Communications, and John S. Hendricks, the company's founder, chairman and CEO.

HOURS: 24 hours a day

LAUNCHED: South and Central America and the Caribbean—February 1994
Spain—September 1994, Portugal—October 1994

LANGUAGES: 100% Spanish dubbed for Central and South America, the Caribbean and Spain; Over 50% Portuguese dubbed for Portugal

* Distinct, 100% Portuguese network is available in Brazil on a separate feed

SATELLITE: Central and South America and the Caribbean - PanAmSat III, Mexico - Morelos II, Spain and Portugal - HispaSat I

OWNERSHIP: Discovery Communications, Inc.

MIAMI-BASED EXECUTIVES:

Dawn L. McCall
Senior Vice President and General Manager
Discovery Networks, Latin America-Iberia

Rick Rodríguez
Vice President
Programming
Discovery Networks, Latin America-Iberia

Henry Martínez
Vice President
Affiliate Sales and Operations
Discovery Networks, Latin America-Iberia

Cathleen Pratt
Vice President
Advertising Sales
Discovery Networks Latin America-Iberia

Luis Silberwasser
Vice President
Marketing
Discovery Networks Latin America-Iberia

Marcos Obadia
Vice President
Operations
Discovery Television Center - Miami

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Discovery Networks, International

Chris Haws
Senior Vice President and Executive Producer
Discovery Networks, International

Jim Boyle
Senior Vice President
Marketing and Communications
Discovery Networks, International

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Discovery Networks Latin America-Iberia:
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Communications Coordinator
(305) 507-4233
Norma Ardila
Program Publicity Coordinator
(305) 507-1719

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The 1999 Audits & Surveys results are in, and once again we're number one in the categories that count.
For more information, contact Henry Martínez in Miami at (305) 507-4219. In Argentina, email Camilo Bernal at Camilo.Bernal@discovery.com



Discovery Kids Channel—Latin America-Iberia

FAST FACTS

Discovery Kids Channel — Latin America-Iberia

Launched in November 1996, Discovery Kids Channel is a cable and satellite television network that offers children of all ages throughout Latin America a fun, entertaining way to learn and satisfy their natural curiosity with stimulating, imaginative programming that awakens the power of the mind.

Making a conscientious effort to cater ONLY to kids, their attention spans and their active minds, Discovery Kids Channel tackles the big questions of How and Why. Programming is true to core educational concepts, presenting them in innovative and revolutionary ways, capturing children's imaginations and fulfilling their inherent need to know. Discovery Kids Channel is a place where education is entertaining and learning is fun; a non-stop, unconventional and interactive network that links children to the world around them.

Discovery Networks, Latin America-Iberia, a unit of Discovery Communications, Inc. (DCI), consists of four 24-hour programming networks: the 100-percent Spanish-language Discovery Channel Latin America (which feeds Spain and Portugal in both Spanish and Portuguese) and 100-percent Portuguese in Brazil; Discovery Kids, a Spanish and Portuguese* language service for children of all ages and the recently launched Animal Planet and People + Arts*, both joint ventures of Discovery and BBC Worldwide.

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DCI's ownership consists of four shareholders: Liberty Media Corporation, a division of Tele-Communications, Inc. (Nasdaq: LBTYA/LBTYB), Cox Communications (NYSE: COX), Advance/ Newhouse Communications and John S. Hendricks, the company's founder, chairman and CEO.

HOURS: 24 hours a day

LAUNCHED: November 1996

LANGUAGE: Spanish; Portuguese-(Brazil)

* Distinct, 100% Portuguese network is available in Brazil on a separate feed

SATELLITE: Central and South America and the Caribbean - Pas 3,
Mexico - Morelos II, Brazil - Pas 5

OWNERSHIP: Discovery Communications, Inc.

MIAMI-BASED EXECUTIVES:

Dawn L. McCall
Senior Vice President and General Manager
Discovery Networks, Latin America-Iberia

Rick Rodríguez
Vice President
Programming
Discovery Networks, Latin America-Iberia

Henry Martínez
Vice President
Affiliate Sales and Operations
Discovery Networks, Latin America-Iberia

Cathleen Pratt
Vice President
Advertising Sales
Discovery Networks Latin America-Iberia

Luis Silberwasser
Vice President
Marketing
Discovery Networks Latin America-Iberia

Marcos Obadia
Vice President
Operations
Discovery Television Center - Miami

BETHESDA-BASED EXECUTIVES:

Donald D. Wear Jr.
President
Discovery Networks, International

Chris Haws
Senior Vice President and Executive Producer
Discovery Networks, International

Jim Boyle
Senior Vice President
Marketing and Communications
Discovery Networks, International

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Discovery Networks Latin America-Iberia:
Ana Estévez
Communications Coordinator
(305) 507-4233
Norma Ardila
Program Publicity Coordinator
(305) 507-1719

TV has the power to
expand kids' minds or limit
their potential.

Which option are you offering them?



For more information, contact Henry Martínez in Miami at (305) 507-4219.
In Argentina, email Camilo Bernal at Camilo_Bernal@discovery.com



The New Travel Channel: People + Arts Network

FAST FACTS

PEOPLE + ARTS

Launched on October 6, 1997, People + Arts unites viewers in Latin America with other cultures, distant lands, and world personalities, leaving them enlightened and enriched. Celebrating the global citizen with programs that provide a passport to our world, People + Arts offers the high-quality programming from world renowned producers BBC and Discovery Communications, Inc., parent company of Discovery Channel Latin America/Iberia.

Storytelling is at the heart of all People + Arts programming. The four main documentary programming genres are people, places, art, and great lives complemented by drama and performing arts programs that illustrate great lives and pivotal moments in history.

People + Arts offers four programming strands that mirror the networks' genres:

- Lugares (Places) Insights into the most unique places of our planet
- Gente (People) Programs that probe into the nature of the human condition
- Arte (Art) Signature series with an eclectic mix of high art and popular culture
- Vidas (Great Lives) Biographies of the famous and notorious from past and present

Discovery Networks, Latin America/Iberia, a unit of Discovery Communications, Inc. (DCI), consists of four 24-hour programming networks: the 100-percent Spanish-language Discovery Channel Latin America (which feeds Spain and Portugal in both Spanish and Portuguese) and 100-percent Portuguese in Brazil; Discovery Kids, a Spanish and Portuguese* language service for children of all ages and the recently launched Animal Planet and People + Arts*, both joint ventures of Discovery and BBC Worldwide.

Discovery Communications, Inc. (DCI) is a privately held, diversified media company headquartered in Bethesda, MD. Powered by the world's largest non-fiction, original production engine, DCI operates four distinct business units including: Discovery Networks, U.S., consisting of Discovery Channel, TLC (The Learning Channel), Animal Planet, Travel Channel, Discovery Health Channel, Discovery People, Discovery Kids Channel, Discovery Science Channel, Discovery Home & Leisure Channel, Discovery Civilization Channel, Discovery Wings Channel, and Discovery en Español. The unit also markets and distributes BBC America, which launched in 1998; Discovery Networks International; Discovery Enterprises Worldwide, consisting of Discovery Channel Interactive Media, Discovery Channel Online, Discovery Channel Video, Discovery Channel Publishing, Discovery Channel Education and Discovery Channel Retail; Discovery Themed Entertainment, consisting of Discovery Pictures, Discovery Channel Eco-Challenge and out of home entertainment ventures.

DCI's ownership consists of four shareholders — Liberty Media Corporation, a division of Tele-Communications, Inc. (Nasdaq: LBTYA/LBTYB), Cox Communications (NYSE: COX), Advance/Newhouse Communications and John S. Hendricks, the company's founder, chairman and CEO.

HOURS: 24 hours a day

LAUNCHED: October, 1997

LANGUAGES: 100% Spanish dubbed for Central and South America
100% Portuguese dubbed for Brazil

* Distinct, 100% Portuguese network is available in Brazil on a separate feed

SATELLITE: Pas 3, Mexico - Morelos II, Pas 5 in Brazil

OWNERSHIP: Discovery Communications, Inc. and BBC Worldwide, Ltd.

MIAMI-BASED EXECUTIVES:

Dawn L. McCall
Senior Vice President and General Manager
Discovery Networks, Latin America-Iberia

Rick Rodríguez
Vice President
Programming
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Henry Martínez
Vice President
Affiliate Sales and Operations
Discovery Networks, Latin America-Iberia

Cathleen Pratt
Vice President
Advertising Sales
Discovery Networks Latin America-Iberia

Luis Silberwasser
Vice President
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Discovery Networks Latin America-Iberia

Marcos Obadía
Vice President
Operations
Discovery Television Center - Miami

BETHESDA-BASED EXECUTIVES:

Donald D. Wear Jr.
President
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Chris Haws
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Program Publicity Coordinator
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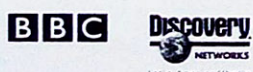


After only one year, People+Arts
ranks #2 in viewer satisfaction in
Latin America. Source: Audits and Surveys, 1999

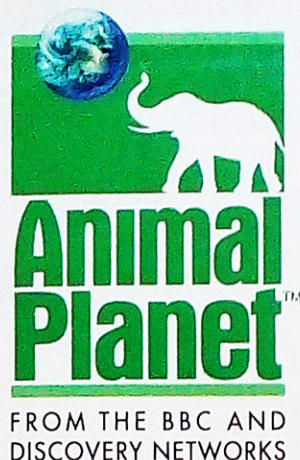
And that just about says it all.

For more information, contact
Henry Martínez in Miami at (305) 507-4219.

In Argentina, email Camilo Bernal at
Camilo_Bernal@discovery.com



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Animal Planet Network

FAST FACTS

Animal Planet—Latin America/Iberia

Launched on October 6, 1997, Animal Planet is a family-oriented network that explores every aspect of the animal world with high-quality programming from world renowned producers BBC and Discovery Communications, Inc., parent company of Discovery Channel Latin America/Iberia. The Miami-based network provides Spanish and Portuguese documentary and fictional programming 24 hours a day in Central and South America and the Caribbean.

Devoted to "all animals all the time," Animal Planet examines every aspect of our day-to-day relationship with animals, deepening our understanding of our furry, fuzzy, feathered friends. Featuring fascinating and heart-warming programs by some of the world's finest animal filmmakers, including the BBC, Yorkshire Television and ABC International, Animal Planet includes everything from natural history and classic factual documentaries to family dramas and true-life stories celebrating the people who have championed animals around the world.

Pet owners and animal lovers — people who love animals in the wild, at the zoo and in their homes — enjoy how Animal Planet reveals what the world of people and the world of animals have in common. Animal Planet takes its name from the successful network launched by DCI in the U.S. in June 1996.

Discovery Networks, Latin America/Iberia, a unit of Discovery Communications, Inc. (DCI), consists of four 24-hour programming networks: the 100-percent Spanish-language Discovery Channel Latin America (which feeds Spain and Portugal in both Spanish and Portuguese) and 100-percent Portuguese in Brazil; Discovery Kids, a Spanish and Portuguese* language service for children of all ages and the recently launched Animal Planet and People + Arts*, both joint ventures of Discovery and BBC Worldwide.

Discovery Communications, Inc. (DCI) is a privately held, diversified media company headquartered in Bethesda, MD. Powered by the world's largest non-fiction, original production engine, DCI operates four distinct business units including: Discovery Networks, U.S., consisting of Discovery Channel, TLC (The Learning Channel), Animal Planet, Travel Channel, Discovery Health Channel, Discovery People, Discovery Kids Channel, Discovery Science Channel, Discovery Home & Leisure Channel, Discovery Civilization Channel, Discovery Wings Channel, and Discovery en Español. The unit also markets and distributes BBC America, which launched in 1998; Discovery Networks International; Discovery Enterprises Worldwide, consisting of Discovery Channel Interactive Media, Discovery Channel Online, Discovery Channel Video, Discovery Channel Publishing, Discovery Channel Education and Discovery Channel Retail; Discovery Themed Entertainment, consisting of Discovery Pictures, Discovery Channel Eco-Challenge and out of home entertainment ventures.

DCI's ownership consists of four shareholders — Liberty Media Corporation, a division of Tele-Communications, Inc. (Nasdaq: LBTYA/LBTYB), Cox Communications (NYSE: COX), Advance/Newhouse Communications and John S. Hendricks, the company's founder, chairman and CEO.

HOURS: 24 hours a day

LAUNCHED: October, 1997

LANGUAGES: 100% Spanish dubbed for Central and South America and the Caribbean; Portuguese dubbed for Brazil

* Distinct, 100% Portuguese network is available in Brazil on a separate feed

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OWNERSHIP: Discovery Communications, Inc. and BBC Worldwide, Ltd.

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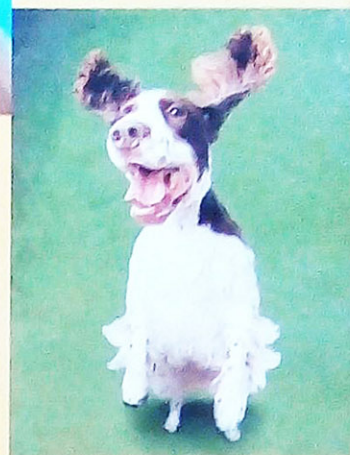
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If you love animals, you'll love Animal Planet.

There's something irresistible about animals for people of all ages. That's why families can't get enough of Animal Planet. We're Latin America's connection to the animal kingdom – celebrating the natural bond between man and animals through drama, humor and real-world stories. From the latest in veterinary advancements to tracking a pride of lions, we are: All animals, all the time.

For more information, contact Henry Martínez in Miami
at (305) 507-4219. In Argentina, email Camilo Bernal at
Camilo_Bernal@discovery.com

All animals.
All the time.



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DOS CANALES
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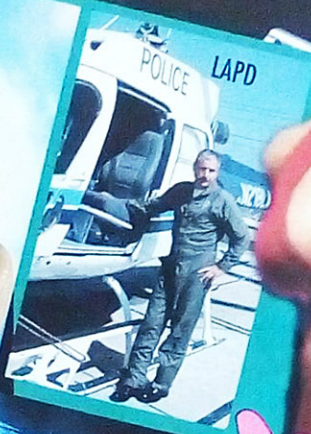
Ruido



BARNEY



POLTERGEIST



FAMA



STARGATE



LA
PANTERA
ROSA



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